

ANNOUNCING

An Epochal Discovery Toward the Elimination of Mechanical Friction

Friction is the result of contact and motion. Friction causes resistance, heat and wear. Scientists have labored for centuries to find some means to overcome the wear and tear of friction.

First came the use of animal fats, later the use of vegetable oils. Then came the discovery of the wonderful lubricating qualities of petroleum.

Much progress has been made in the last few years in the refining of petroleum into lubricating oil. The big problem confronting refiners, was to produce an oil which would stand up under the terrific heat of the internal combustion engine.

It has been the fixed purpose of the Choate Oil Corporation to maintain a standard of quality second to none, in ALL of their petroleum products—to give the public the BEST that can be produced.—The unusual popularity which our SAMMIES GASO-

LINE has attained in only a few months, proves beyond all doubt that the public desires the quality product.

So, we set out to make the best Lubricating Oil on the market. We were fortunate, indeed, to secure the services of Mr. W. J. Ryan, one of the oldest and foremost refining experts in America.

After much experimenting and extensive laboratory tests with various grades of oils, from every oil producing section, Mr. Ryan discovered the unusual lubricating qualities of the Pine Island Crude from the Louisiana fields. From it he evolved an extraordinary SUPER-OIL. It is a distinct triumph in oil refining.

SAMMIES SUPER-OIL is not yet for sale. But just as soon as our refinery is equipped with the necessary machinery for quantity production, SAMMIES SUPER-OIL will be available at your dealers. You will learn more about it—Wait! Watch!

From Pine Island Crude



Choate Oil Corporation
Oklahoma City